

**Medicaid**  
Quit Line Data Summary  
July 1 - December 31, 2004

	<b>Medicaid</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 1,523</b>	<b>N = 6,751</b>
<b>Percent of Statewide Calls</b>	36.8%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	NA	100.0%
	<b>Medicaid %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 1,514</b>	<b>N = 5,935</b>
Female	67.0%	64.9%
Male	33.0%	35.1%
<b>Race/Ethnicity</b>	<b>N = 1,395</b>	<b>N = 4,951</b>
People of Color	10.5%	10.6%
White	89.5%	89.4%
<b>Age</b>	<b>N = 1,520</b>	<b>N = 5,562</b>
Less than 18 years old	0.7%	1.6%
18 - 24 years old	8.1%	14.2%
25 - 34 years old	21.7%	23.3%
35 - 44 years old	29.9%	26.2%
45 years and older	39.5%	34.8%
<b>Education</b>	<b>N = 1,488</b>	<b>N = 5,242</b>
Did not graduate high school	29.4%	21.0%
High school graduate	33.9%	34.9%
Some college/vocational school	31.1%	33.4%
College graduate	5.6%	10.6%
<b>Caller Type</b>	<b>N = 1,513</b>	<b>N = 6,213</b>
General Information	0.3%	9.9%
Health care provider	0.0%	4.3%
Tobacco user	99.7%	85.8%
<b>Payer Type</b>	<b>N = 1,523</b>	<b>N = 4,135</b>
Medicaid	100.0%	36.8%
<b>Heard About</b>	<b>N = 1,307</b>	<b>N = 2,176</b>
Past caller	21.6%	15.2%
Employer/worksites	0.7%	0.9%
Health care provider	33.9%	31.3%
Television	6.0%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.1%	0.1%
Radio	0.3%	1.5%
Newspaper/Magazine	0.4%	0.4%
Brochure/Newsletter	4.7%	6.1%
Family or friend	24.7%	23.9%
Health Department	6.2%	6.3%
School	0.5%	1.3%